

**CALIFORNIA CHILDREN AND FAMILIES COMMISSION  
FIRST 5 CALIFORNIA**

**OCTOBER 2002 COMMISSION MEETING**

**LONG BEACH, CA**

**October 17, 2002**

**HIGHLIGHTS**

**1. Call to Order**

The monthly meeting of the California Children and Families Commission was called to order by Vice Chair Kim Belshé at 9:30 a.m. as an advisory committee. With only three voting members in attendance, Vice Chair Belshé announced that agenda items planned for Commission action would be discussed, rather than acted on, with action deferred a future meeting at which there is the necessary number of Commissioners (four) to have a quorum.

**2. Roll Call**

Commissioners in attendance: Vice Chair Kim Belshé, Sandra Gutierrez, Lou Vismara, and Ex-Officio Members Genie Chough and Theresa Garcia.

First 5 Los Angeles Commissioner [Jacqueline McCrosky](#) welcomed the Commission to Los Angeles.

**3. Approval of Minutes – September 19, 2002**

Approval of minutes from the September 19, 2002 Commission meeting was deferred.

**4. Chairperson's Report**

- **SB 1661 Paid Family Leave:**  
Vice Chair Belshé reported that SB 1661 (Kuehl) was signed by Governor Davis, making California the first state in the nation to pass a paid family leave bill. First 5 California co-sponsored this legislation, which will provide to eligible Californians 55% of their income for up to six weeks to care for a newborn child, a newly adopted child, or a newly placed foster child. It will be available to 13 million of California's 16 million workers (all employees who pay into the State Disability Insurance program).
- **Universal Preschool Developments:**
  - First 5 California will be working with the Packard Foundation and the Pew Charitable Trust, who have begun a six-month planning process to look at ways to achieve Universal Preschool in California.
  - A recent poll conducted by the National Institute for Early Education Research at Rutgers University revealed that 87% of respondents agreed with the concept of government funding Universal Preschool for 3 and 4 year olds.
  - Elsewhere nationally, Florida will have a ballot initiative in November to dedicate \$600-650 million a year for universal access to quality preschool for

all 4 year olds. The states of New York, Georgia, and Illinois already have universal preschool programs.

- In California, a new Department of Education grant funding preschool at four elementary school sites in the Merced City School District means that the district will now be offering preschool at all but one of its elementary schools.
- The San Mateo County Children and Families Commission and First 5 L.A. have allocated money to begin implementation of Universal Preschool (\$100 million in L.A. and \$10 million in San Mateo).
- Federal Financial Participation for Kit for New Parents: First 5 California has entered into a two-year contract with the California Department of Health Services for the purpose of providing federal matching funds to CCFC to produce and distribute Kits for New Parents to the Medi-Cal beneficiaries who have become new parents. The first year federal match reimbursement will be between \$900,000 and \$1,000,000 for Kits distributed from July 2001 to June 2002. The match is based on the percentage of Medi-Cal births in California to the total number of births.
- Symposium on Child Care for Children with Disabilities and Other Special Needs: CCFC is co-sponsoring a “Transfer of Knowledge Symposium” presented by the Child Development Policy Advisory Committee where local leadership teams will come together to create action plans to address the issue of child care for children with disabilities and other special needs. The Symposium will take place on November 15 in Sacramento. County commission representatives were encouraged to participate as a member of their local teams.

## **5. Executive Director’s Report**

Jane Henderson reported on the following:

### **Focus Area Status:**

- Staff and county commission representatives have been conducting extensive input processes to develop the funding proposals for the Commission’s five focus areas.
- In developing the five proposals, consideration is being centered on the appropriate niche for First 5.
- The focus area on Children with Disabilities and other Special Needs will likely be presented in November or January. The Migrant/Seasonal Farmworker project and the Mental Health project will follow in January or February.

### **Hiring Freeze:**

- In addition to calling for significant reductions in the number of state employees (6,000 positions to be cut), the Governor has also imposed a strict hiring freeze on state agencies, which includes boards and commissions.
- The State Commission falls under this edict for filling vacant positions.
- The Commission’s Research Director position is currently hung up in this freeze exemption process.

- A package of freeze exemption requests is being submitted to the Department of Finance, which includes all the positions necessary to handle the workload to meet the Commission's current project objectives.

#### Kit Fulfillment Status:

- The Hotline has proved to be a successful way to reach parents and disseminate Kits for New Parents. During the Commission's most recent media campaign, orders were received for 92,000 Kits over a 3-month period. Now that the ads are off the air during the political season, orders have tapered off, but still average close to 150 per day.
- The success of the Hotline and of county partners in disseminating the Kit have unfortunately created some ongoing fulfillment problems. Staff is working with the contractor to resolve the delays in shipping and to create greater efficiency in their fulfillment process so that these problems will not resurface in the future.
- At 11 months into this program, orders have been received for over 475,000 Kits, which puts the Commission on track for the 1 million Kits that had been estimated for a 2-year period.

#### Advisory Committee on Diversity to Participate in Statewide Oversight Evaluation Committee:

- Dr. Henderson announced that two members from the Commission's Advisory Committee on Diversity will be added to the Statewide Oversight Evaluation Committee. Given the complexity of the Statewide Evaluation Project, their participation and contributions will be very helpful in ensuring that the evaluation methodology and tools are culturally competent and responsive to the diverse populations served by the School Readiness Programs and other First 5 Programs.

#### Master Plan for Education Update:

- Since the recent adoption by the state Legislature of its Master Plan for Education, the Joint Committee responsible for it has been going through the 55 recommendations contained in the Plan and determining whether legislation will be required for implementation.
- According to Joint Committee staff, they are looking at possibly introducing a few large "omnibus" bills next year, in addition to many single-subject bills.
- One important bill related to the Master Plan was passed this past summer:
  - AB 2217 (Strom-Martin) – Sets up a Quality Education Commission to develop a Quality Education Model and to use that model to determine an adequate level of funding necessary to support a high-quality education for every student enrolled in public schools, PreK – 12.

#### Statewide Conference Update:

- The fourth Annual Statewide Conference of County Commissions will be held next April 24<sup>th</sup> and 25<sup>th</sup> at the Hyatt Regency in Orange County on Harbor Blvd. April 23 has been set aside for pre-conference workshops.

CBO Update:

- An update on the CBO outreach program will be included on the November agenda of the California Children and Families Commission.

**6. CCAFA Report**

Pat Wheatley, President of the California Children and Families Association, reported on the following:

- The October 16 meeting of the CCAFA included a presentation on CalWORKs by a panel of experts who discussed among other things how development of CalWORKs can affect children and families.
- Former Assembly member Louis Caldera, now with the California State University system, presented at the meeting to discuss ways of partnering to pursue the goals of Prop 10.
- A presentation from dentists centered on how the five schools of dentistry in the University of California system can partner and develop alliances to attain the goals of Prop 10.
- A separate meeting for county commissioners was also held as part of the CCAFA meeting on October 16 to discuss how to maximize and build on the expertise of many local commissioners in the area of advocacy. Ms. Wheatley indicated there would be additional regional meetings to continue these discussions.
- County commission representatives are working with foundations, the State Commission and other state agencies to support family resource centers.
- Liaisons and workgroups have been established for each of the State Commission's five focus areas.

**7. Consent Calendar**

This item was deferred, since action could not be taken without a quorum. The following items will appear on a future consent calendar for approval:

Adaptation of the Kit for New Parents  
First 5 Service Corps  
School Readiness – Application Filing Date

**8. CCFC Strategic Plan & Revenue Forecasting**

Chief Deputy Director Joseph Munso, as a lead-in to the discussions of the informal child care and oral health focus areas, provided the Commission with an updated revenue forecast and a listing of the assumptions included the forecasting model. The Commissioners posed questions related to the specific variables and on the issue of tobacco tax evasion. Mr. Munso explained to the Commission that various agencies are exploring the tax ramifications (both tobacco and other sales/use taxes) of tobacco tax evasion, both legal evasion (seeking out non-taxable venues for purchase of tobacco products) and illegal evasion (non compliance with the Jenkins Act, smuggling, counterfeit

stamping, etc.), and efforts are underway to determine the most effective means of implementing oversight and enforcement.

In addition, Mr. Munso provided an update on the proposed format and progress towards completion of the draft CCFC Strategic Plan for 2003/04. The Commission will be provided the final draft Strategic Plan prior to the Commission's Planning Retreat to be held in February.

## **9. Informal Child Caregiver Support Focus Area**

Although originally listed as an Action Item, the State Commission instead reviewed and discussed the First Five Informal Child-Caregiver Support Proposal, which is designed to support services and programs that will lead to improvements in the quality of care of young children in informal care. The proposal requests an initial funding amount of \$2 million to support the following preliminary steps: 1) conducting focus groups with informal child-caregivers; (2) funding an entity to produce a Resource Guide and disseminate effective practices, (3) conducting a materials review and selection of items for a packet of materials for informal child-caregivers, and (4) conducting training and technical assistance to County Commissions and School Readiness Initiative programs. After obtaining the information from the initial research (e.g., focus groups and specifics on supplemental materials), the staff will return to the State Commissioner for their approval on additional items and funds beyond this initial \$2 million. At this later date, the following additional strategies could be pursued: (a) Kit for New Parents expansion; (b) supplemental materials packet production and distribution; (c) demonstration sites; and (d) evaluation component for all funded strategies. The First Five Informal Child-Caregiver Support Proposal will be considered for approval and action at the November 2002 meeting of the State Commission.

## **10. Oral Health Focus Area**

Although originally listed as an Action Item, the State Commission instead reviewed the First Five Oral Health Initiative Proposal, which is designed to address and make improvements in the following two areas: (1) parent and community understanding of the importance of oral health for young children, and (2) provider supply, distribution and qualifications for the provision of oral health preventive and treatment services for young children and pregnant women.

This \$10 million Initiative has three proposed components:

- 1) Center for the Promotion of Early Childhood Oral Health--\$7 million for four years
- 2) Policy and advocacy
- 3) Insurance-based Demonstration Projects-- \$3 million for three years

As a result of the discussion, the Commissioners requested that the staff provide more specifics on (1) the potential opportunities for further promoting oral health in public education venues currently funded by CCFC, and (2) the proposed training activities and their projected impact. The First Five Oral Health Initiative will be considered for approval and action at the November 2002 meeting of the State Commission.

## **11. California 2-1-1 System Participation**

Carolyn Wylie, on behalf of county commissions, presented the Commission with a proposal that would provide for a county/regional based implementation of the 2-1-1 Information and Referral System (a system whereby citizens of California could access information on available social services by dialing one number (211) from any location in the state) throughout California. The presentation focused on the core aspect of enhancing the ease of availability of information on available social services for vulnerable populations. The presentation included information on the successful implementation of 2-1-1 systems in other states and municipalities. Commissioners provided questions specifically related to the manner in which county commissions would partner with the other key organizations that would participate in a local/regional 2-1-1 efforts, as well as the projected cost of such an effort. The county commissions will return in November with a final request that more fully defines the partnership and cost aspects of 2-1-1 implementation.

## **12. Closed Session**

The Commission held a closed session to discuss current litigation involving the California Children and Families Commission.

## **13. Evaluation & Research Update**

This item was deferred to a future meeting.

## **14. School Readiness: Site Visit**

The Orange County Commission and representatives of their local collaboratives hosted a site visit to one of the new School Readiness Programs funded through the First 5 California School Readiness Initiative. The visit, which included a tour and discussion with families and staff, was held at the Oak View School Readiness Program (Ocean View School District). This School Readiness Program site visit complemented the presentations by the four County Commissions on the accomplishments and challenges of the School Readiness Initiative provided at the September meeting.

## **15. Adjournment**

The meeting was adjourned at 3:20 p.m. from the site visit. The next meeting of the California Children and Families Commission will be held on November 21 in Sacramento.